

# Record of Actual Confusion "Chu Ying Lo" vs. "Chew Young Roo"

**Note:** We receive numerous calls asking us for the telephone number to "our" Fort Lee, NJ restaurant. For some odd reason, the contact info for the Fort Lee restaurant is not listed with 411 information. As such, customers call us to ask for their tel # since the customers assume that the Fort Lee restaurant is affiliated with us. We don't get many calls asking us for the tel # to the Closter, NJ restaurant because they are listed with 411 information.

**Note:** With regards to the two NJ restaurants, significantly more cases of actual confusion took place between Sept. 2006 through June 2007. Unfortunately, we didn't begin to keep a written log of cases of actual confusion until mid-June 2007.

Item #	Date	Time	Phone / In-person Inquiry	Inquirer's Name	Incoming Tel # / Contact Tel #	Inquirer's Location	Reason for Call / Inquiry
1	6/12/2007	8:26 PM	Phone			NY	Asked us for the phone # of "our" Fort Lee, NJ restaurant
2	6/13/2007	11:57 AM	Phone			NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed her that neither of the NJ restaurants were affiliated with us
3	6/13/2007	6:05 PM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
4	6/15/2007	11:31 AM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
5	6/16/2007	1:55 PM	In-person	Owner of real estate co.		Woodside, NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
6	6/21/2007	11:48 AM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
7	6/28/2007	2:24 PM	Phone			NY	Asked us for driving directions to the Fort Lee, NJ restaurant
8	6/30/2007	5:29 PM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
9	8/21/2007	11:34 AM	Phone			Fair Lawn, NJ	Caller wished to place a delivery order with us, to be delivered to their NJ address from "our" NJ restaurant; we politely informed the caller that we could not make delivery to NJ since the NJ restaurants were not affiliated with us
10	8/24/2007	10:45 AM	Phone			Somerville, NJ	Asked if we were the proprietors of the NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
11	8/29/2007	11:16 AM	Phone			Northbrook, IL	Asked us for the phone # of "our" Fort Lee, NJ restaurant
12	8/29/2007	12:19 PM	Phone	Owner of book store		Flushing, NY	Asked if the two NJ restaurants were owned by us; we politely informed him that neither of the NJ restaurants were affiliated with us
13	9/14/2007	1:18 PM	Phone			NY	Asked us for the phone # of "our" Fort Lee, NJ restaurant
14	9/15/2007	5:56 PM	Phone	Mr. Kim		Staten Island, NY	Asked us for the phone # of "our" Fort Lee, NJ restaurant
15	10/6/2007	7:28 PM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
16	10/9/2007	1:00 PM	In-person	Mr. Cheung		Hackensack, NJ	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us

17	10/10/2007	7:00 PM	In-person	Mr. Lee		Corona, NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
18	10/11/2007	12:30 PM	In-person	Mr. Lee		Bridgeport, CT	Asked us how "our" restaurant in Closter, NJ was doing; we politely informed him that the Closter, NJ restaurant was not affiliated with us
19	10/12/2007	1:12 PM	In-person	Mr. Park		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
20	10/12/2007	1:15 PM	In-person	Mr. Kim		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
21	10/12/2007	6:05 PM	In-person	Mr. Oh		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
22	10/12/2007	7:15 PM	In-person	Mr. Woo		NY	Asked us how long ago we began opening restaurants in NJ; we politely informed him that the NJ restaurants were not affiliated with us
23	10/12/2007	7:42 PM	In-person	Mr. Kang		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
24	10/12/2007	8:35 PM	In-person	Mr. Oun		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
25	10/14/2007	8:20 PM	In-person	Mr. Huh		Woodside, NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
26	10/14/2007	8:53 PM	Phone	Owner of video store		Bayside, NY	Gave us her congratulations for the opening of "our" two NJ restaurants; we politely informed her that the NJ restaurants were not affiliated with us
27	10/14/2007	9:25 PM	In-person	Mrs. Kang		Douglaston, NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed her that neither of the NJ restaurants were affiliated with us
28	10/17/2007	7:00 PM	In-person	Mr. Chang		Cliffside, NJ	Gave us his congratulations for the opening of "our" two NJ restaurants and told us that he patrons "our" NJ restaurants often; we politely informed him that the NJ restaurants were not affiliated with us
29	10/17/2007	7:05 PM	In-person	Mr. Hong		Brooklyn, NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
30	10/17/2007	1:30 PM	In-person	Mr. Kim		Hackensack, NJ	Asked us how long ago we began opening restaurants in NJ; we politely informed him that the NJ restaurants were not affiliated with us
31	10/17/2007	8:36 PM	Phone			Cliffside, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant